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# SUSTAINABLE FISHERIES MANAGEMENT PROJECT (SFMP)

## MSMEs Identification and Screening Report

THE  
UNIVERSITY  
OF RHODE ISLAND  
GRADUATE SCHOOL  
OF OCEANOGRAPHY



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**SNV** SMART  
DEVELOPMENT  
WORKS

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Catalyzing Development Through Partnership



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## **ACRONYMS**

CEDECOM	Central Region Development Commission
CEWEFIA	Central and Western Region Fishmongers Improvement Association
CLaT	Child Labour and Trafficking
DAA	Development Action Association
DSW	Department of Social Welfare
FoN	Friends of Nation
SFMP	Sustainable Fisheries Management Program
SNV	Netherlands Development Organization
USAID	United States Agency for International Development
WFCL	Worst Forms of Child Labour

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## INTRODUCTION

In line with Daasgift deliverables under intermediate result 4.8.2(IR4.8), Fishery-based MSMEs identification and mobilization exercise was carried out on Ankobra estuary and Shama Old Town. Prior to the exercise, a joint planning meeting was organized between Daasgift, CEWEFIA and Hen Mpoano to design an identification and screening guide, a common tool to be adopted by both Daasgift and CEWEFIA in the identification process.



**Figure 1 A Joint planning meeting between Daasgift and CEWEFIA, facilitated by Field Activities**



**Figure 2 Manager, at Hen Mpoano**

## PURPOSE

The purpose for MSMEs Identification was to identify and list fishery-based businesses in the targeted communities for business development support under the SFMP project.

## METHODOLOGY

In order to achieve the needed result, the team organized mini durbars and focus group meetings, used cultural and effective community consultation as key strategy to sensitize, explain the SFMP project and the livelihood component to support and improve fishery-based businesses to the stakeholders, build their trust and pooled opinion on their expectations. The activities aided the team in designing further program to manage the stakeholders' expectations.

The activity highlighted the various programs and activities to be carried out by Daasgift under the SFMP. The five day activity occurred at Shama (Apo and Bentsir), Ankobra and Axim from Tuesday 9<sup>th</sup> to Thursday 11<sup>th</sup> and 16<sup>th</sup> June and was geared toward MSMEs Identification.



**Figure 3 Mrs. Gifty Baba Asmah explaining a point at Shama (Apo) meeting**



**Figure 4 Chairperson of fish processors at Apo talking to his people**



**Figure 5 Mrs Gifty Baba Asmah speaking at Shama (Bentsir) meeting with Chairperson and Secretary of fish processors association**



**Figure 6 Madam Bentuma and Susana Bissue listen respectively**



**Figure 7 Project coordinator responding to an expectation by a member of Axim community**



**Figure 8 Community members listen to project coordinator.**





**Figure 9 A mini durbar at Axim with Project Coordinator setting straight flipchart stand.**



**Figure 10 Community members listen to presentation.**

## **MSME REGISTRATION**

With the help of the MSMEs Identification guide, four hundred (400) fishery-based MSMEs were identified; registered and screened.

### **Screening / Selection**

Prior to the screening of identified MSMEs, a meeting was organized on 17<sup>th</sup> June, 2015, between Daasgift, CEWEFIA, Hen Mpoano and SNV to rethink through the screening process as well as how best to plan and coordinate activities. Partners used the platform to discuss the following:

- Update on field application of MSMEs identification and screening guide
- Reviewing MSMEs screening guide for the selection of MSMEs for training.
- Discussion on proposed Needs Assessment form for MSMEs

The following were agreed to be considered for further screening and selection in case the number of qualified businesses far exceeds Partners' targets:

- Age
- Household size
- Consistency of migrants
- Random elimination
- Proportion according to sizes of communities

Daasgift followed up with verification of the selected MSMEs during focus group meeting to ascertain authenticity of information provided. The verification was carried out in all the three coastal communities, Shama (Apo and Bentsir), Sanwoma and Axim on 19 and 22 June, 2015.



**Figure 11 Project officers conducting MSMEs.**



**Figure 12 Verification at Shama with Madam Susana Bissie looking on whiles her place is marked.**

With the assistance of the revised screening tool, two (200) MSMEs have been selected out of the 400 identified in Shama old town, Sanwoma (Ankobra) and Axim for the MSME training.

**Table 1 Number of MSMEs In Each Community.**

COMMUNITY	NUMBER OF MSMEs
AXIM	79
SANWOMA(ANKOBRA)	68
SHAMA(APO & BENSTIR)	53
TOTAL	200

A six member committee was also set up comprising two from Daasgift, three from CEWEFIA and one from Hen Mpoano to revise the draft TNA guide. They are:

Mrs. Gifty Baaba Asmah

Mr. Justice Blay

Mr. Nicholas Smith

Mr. Michael Takyi

Miss Josephine Opare Addo

Balartey Gormey.

The committee was tasked to present the draft TNA on Friday 26<sup>th</sup> June, 2015, for validation and adoption.

## **SUMMARY AND IMPORT OF PROCESS**

Fishery-based MSMEs identification and Screening have the potential of creating the hub of economic emancipation and reduce level of poverty in the coastal communities in Pra and Ankobra estuaries. This would be achieved using appropriate knowledge based activity, improved skills and adoption of sustainable business practices by fish processors and allied businesses.